The IFPMA Code of Practice

The Code is:

- A model of self-regulation for pharmaceutical industry's activities in medicines promotion, communication and interaction with key stakeholders such as healthcare professionals, medical institutions and patient organizations.
- Although self-regulatory, the IFPMA Code is not voluntary, it is a condition of membership to the IFPMA for both member companies and national associations.

Requirement of the Code

The IFPMA Code is guided by 8 high-level principles and requires that:

- the primary objective is patient safety and full information to health care professionals
- promotional activities are carried out in a responsible, ethical and professional manner
- therapeutic choices of doctors should be based on objective information and not swayed by nonscientific or non-transparent considerations
- a balance is sought between the needs of patients, health professionals and the general public

Building a culture of trust

Care

Protect the safety of those who use our products - from the conduct of clinical trials and throughout the product lifecycle.

Innovation

Improve global health through innovative products and services, upholding the highest ethical, scientific, and medical standards.

Quality

Commit to providing high-quality products that have proven clinical efficacy and have a reliable safety profile.

Honesty

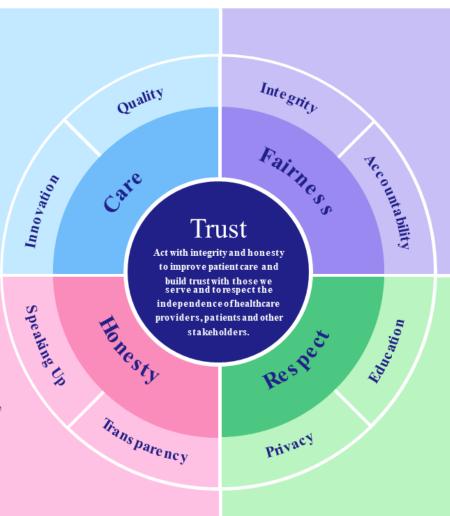
Ensure truthful and balanced communication with governmental authorities, healthcare professionals, patients and other stakeholders.

Speaking Up

Foster a culture in our respective organisations where concerns are shared openly and honestly so that we learn from mistakes and continuously improve.

Transparency

Advance science and patient care by sharing industry-sponsored clinical trial data in a responsible, accurate and appropriate manner.



Fairness

Support and respect fair trade practices and open competition.

Integrity

Act responsibly, ethically and professionally.

Do not offer, promise, provide, or accept
anything of value in order to inappropriately
influence a decision, gain an unfair advantage.

Accountability

Be accountable for our actions and decisions, including the appropriate oversight of external third parties that act on our behalf.

Respect

Respectall people and embrace a culture of diversity and inclusion. Protect the environment. Treat animals under our care responsibly.

Privacy

Respect privacy rights and appropriately manage and protect personal information.

Education

Support the advancement of the scientific and medical education for the ultimate benefit of patients.

IFPMA Code Coverage

- The IFPMA Code <u>DOES</u> regulate:
 - Standards of promotional information incl. promotional material
 - Pre-approval communications & off-label use
 - Interactions with key stakeholders incl sponsorship to scientific congresses
 - Samples

- The IFPMA Code DOES NOT regulate:
 - Pricing and terms of trade
 - Communication with the public
 - Disclosure of payments to HCPs, patient organizations and medical institutions

Value of ethical promotion of medicine

- Ethical promotion helps ensures that:
 - Healthcare professionals have access to information they require;
 - Patients have access to the medicines they need; and
 - That medicines are prescribed and used to benefit patients worldwide

External requirement and regulations

IFPMA respects and recognizes the role of:



- National laws and regulations, national association codes, pharmaceutical company codes, professional codes, SOPs, and guidelines;
- + Ethical Criteria for Medicinal Drug Promotion provided by the World Health Organization in 1988; and
- + Relevant codes and principles of ethics developed by the World Medical Association, International Council of Nurses and the International Federation of Pharmacists.

Do's and Don'ts

GO ALLOWED

- Promotional Aids (strict provision)
- Items of Medical Utility (strict provision)
- Hosting of scientific promotional meetings
- Limited sponsorship to genuine scientific event
- Cultural Courtesy Gifts (i.e. inexpensive gifts not related to medical utility, and only if allowed by local law)
- Meals/Dinners if in connection to an event and secondary



NOT ALLOWED

- Monetary Gifts
- Personal Gifts (i.e. flowers, jewelry, cars, etc.)
- Recreational Activities (i.e. golf, tickets to sporting events, concert, vacations, etc.)
- Sponsoring of family events or paying for a guest/companion
- Meals/Dinners if not in connection to an event
- Any form of entertainment (i.e. company paid for musical performance during dinner)

Promoting an Ethical Climate



Do the right thing

Compliance is not a program. It is a way of doing business

Foster competitive advantage

Integrity as a driver of performance Build a culture of integrity

Global Code: IFPMA

Regional & National Codes

Company Codes